



Marketing Committee Meeting

REGULAR MEETING AGENDA

September 20, 2023

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33rd Street

Conference Room 316

Pompano Beach, Florida 33064

www.sfrta.fl.gov

SFRTA MARKETING MEETINGS ARE SCHEDULED BI-MONTHLY (ON ODD-NUMBERED MONTHS) ON THE THIRD WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL DIONE MORGAN AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

Members

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)

Victor Garcia, South Florida Regional Transportation Authority (SFRTA)

Newton Wilson, Florida Department of Transportation (FDOT)

Directions to SFRTA: I-95 to Copans Road. Go west on Copans to North Andrews Avenue Ext. and turn right. Go straight to Center Port Circle, which is NW 33rd Street, and turn right. The SFRTA offices are in the building to the left. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is adjacent to the station. Parking is available in the garage directly behind the building.

MARKETING COMMITTEE MEETING
SEPTEMBER 20, 2023

The meeting will convene at 2:00 p.m., and will be held in Conference Room 316 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, and 801 NW 33rd Street, Pompano Beach, FL 33064.

The meeting is available to listen via telephone by calling 1-415-655-0001 and entering the **Meeting ID 2346 345 1707** and then the **Password 5VFrjHFyx36**, or via listen to the video conferencing by entering the link to your web browser or by clicking on the link below:

<https://tri-rail.webex.com/tri-rail/j.php?MTID=m6258dd87293e4d9bceef4e5bb17fb5cc>

CALL TO ORDER

AGENDA APPROVAL – Additions, Deletions, Revisions

MATTERS BY THE PUBLIC – Persons wishing to address the Committee are requested to complete an “Appearance Card” and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

DISCUSSION

CONSENT AGENDA

Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member, however, that item may be removed from the Consent Agenda and considered separately.

C1. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of May 17, 2023.

REGULAR AGENDA

Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.
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INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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II. REGIONAL FARE INTEROPERABILITY

MONTHLY REPORTS

Action not required, provided for information purposes only.
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

ADJOURNMENT

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, must at least 48 hours prior to the meeting, provide a written request directed to the Planning Department at 800 NW 33rd Street, Suite 100, Pompano Beach, Florida, or telephone (954) 942-RAIL (7245) for assistance; if hearing impaired, telephone (800) 273-7545 (TTY) for assistance.

Any person who decides to appeal any decision made by the South Florida Regional Transportation Planning Technical Advisory Committee with respect to any matter considered at this meeting or hearing, will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Persons wishing to address the Committee are requested to complete an "Appearance Card" and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

AGENDA ITEM NO. C1

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY MARKETING COMMITTEE MEETING OF MAY 17, 2023

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 17, 2023, at the SFRTA's Administrative Offices, 801 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Newton Wilson, Florida Department of Transportation (FDOT)
Victor Garcia, SFRTA

COMMITTEE MEMBERS NOT PRESENT

None

ALSO PRESENT

Launa Carbonell, Broward County Transit, BCT (Via Conference)
Priscila Hanning, South Florida Commuter Service, SFCS (Via Conference)
Evan Henderson, Palm Tran (Via Conference)
Ulises Lucano, South Florida Commuter Service, SFCS (Via Conference)
Vincent Sciallo, SFRTA

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:04 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

MATTERS BY THE PUBLIC – Persons wishing to address the Committee are requested to complete an “Appearance Card” which will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

None.

DISCUSSION

- Mr. Garcia alerted the group that Mr. Joseph Harrington is no longer with Palm Tran and welcomed Mr. Evans Henderson to the Marketing Committee team.
- Mr. Garcia followed-up on the request to receive an updated letter assigning the members of the SFRTA Marketing Committee, including alternates.

CONSENT AGENDA

Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member, however, that item may be removed from the Consent Agenda and considered separately.

C1. MOTION TO APPROVE:

- Postponed due to lack of quorum.

REGULAR AGENDA

Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.
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- No items.

INFORMATION / PRESENTATION ITEMS

Action is not required, provided for information purposes only.

I-1. REGIONAL FARE INTEROPERABILITY:

- No discussion.

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

PALM TRAN

- Mr. Henderson shared that Palm Tran service changes will start on Sunday May 21, 2023, and are posted on their website.
- Mr. Henderson shared that Palm Tran will be promoting Dump the Pump in June, offering a \$5 incentive on the Paradise.

DTPW

- Ms. Crichton shared that DTPW is working on a Metro mover upgrade project, and has been opening late on weekends to give staff time to work.
- Ms. Crichton shared that in August the Inner Loop will be closed for two years and DTPW will start outreach in June to notify the public. The Brickell and Omni loops will continue running and help passengers during this time. Communication has been posted with maps and rider tips on how the public can navigate to get to different destinations.
- Ms. Crichton shared that the DTPW bus line-up is on July 24. The Better Bus Network will be implemented in phases as DTPW is still in the process of hiring bus operators.
- Ms. Crichton shared that South Dade Corridor project is going as scheduled and the station is looking great. A virtual room is online that allows anyone to view the station.
- Ms. Crichton shared that DTPW is planning several public outreach meetings for the underline phase. Three of the meetings are scheduled for end of May and June. The north east corridor Title 6 meeting is set for the middle of June.
- Ms. Crichton shared that DTPW is working on promoting Public Works Week with their two new social media specialists who are doing an excellent job.

SFCS

- Ms. Hanning shared that she is going on maternity leave in June and Ulises will be replacing her in future meeting until she returns.
- Ms. Hanning shared that SFCS received approval on additional and final funds to continue the pilot for the Golden Glades and Miami Airport stations. A new voucher was created to start on May 18, 2023 and expire on July 31, 2023. The new voucher has a \$5 cap to make the transition easier when SFRTA is expected to take over with its updated program. An email was sent to all commuters who have requested a Tri-Rail pass through the Tracks2Uber website, to let them know about the new voucher. Uber has also sent out an email to all riders who have downloaded and used the previous voucher.
- Ms. Hanning shared that Conversations on Mobility Week have started and SFCS will reach out to agencies to discuss possible events.

SFRTA

- Mr. Garcia shared that Tri-Rail increased ridership 25% in the first quarter of 2023 compared to the same time last year and is hoping the trend continues.
- Mr. Garcia shared that Tri-rail will upgrade and modernize its fleet of trains with a new look as approved by the SFRTA board. Tri-Rail's first trains should be wrapped in the next couple of months, to have a set ready for the start of service in MiamiCentral.
- Mr. Garcia shared that SFRTA received a \$71 million federal grant to procure additional equipment. Tri-Rail will be able to replace up to 30% of its fleet with brand new vehicles.
- Mr. Garcia shared that SFRTA has launched an airport campaign for the summer travel season. The airports are essential for the system as the train serves all three major South Florida airports conveniently. The campaign is expected to last through to the end of the fiscal year on June 30.
- Mr. Garcia shared that SFRTA is coordinating a safety event on Saturday, May 27 between 11:30-2:30 p.m. at the Metrorail Transfer Station in Hialeah. The event was spearheaded by Commissioner Regalado, SFRTA Governing Board Chair. SFRTA partnered with City of Hialeah police, fire and parks & recreation departments, as well as Helbiz, DTPW and Larkin Community Hospital. All participating organizations will have a booth with safety educational to share with the public.

- Mr. Garcia shared that on June 1 SFRTA will have a new bus contractor for the Fort Lauderdale Airport shuttle route that is operated from the Griffin station. The new guidelines have changed to have the bus running every 15-20 minutes. SFRTA is also having the buses wrapped with a new design.
- Mr. Garcia shared that Tri-rail is planning on engaging with Palm Beach TPA to support National Dump the Pump Day efforts. SFRTA is coordinating station activation efforts to promote.

BCT

- Ms. Launa Carbonell shared that on Friday, May 19, BCT is hosting an event in recognition for the Lauderhill Transit Center, which will be presented with an LEED Gold certification.
- Ms. Carbonell shared that BCT “Late Shift Connect” campaign is starting on Sunday, May 21. They are excited for the rebranded program that assists people that work late-night shifts hours between 11:00 p.m. to 6:00 a.m., and is much appreciated. Riders are able to choose their carrier of choice and receive a \$2 subsidy from the County.
- Ms. Carbonell shared that BCT has officially launched the premium mobility plan. The county wide network of premium transit services will provide convenient mobility that is attractive, safe, reliable and frequent. The premium plan includes 11.5 miles of commuter rail, 23.3 miles of light rail transit, 76 miles of bus rapid transit and 100 miles of high frequent bus services with 8 east/west corridor and 6 north/south corridor. A virtual interactive room is available on www.primo.broward.org.

FDOT

- Mr. Newton mentioned FDOT receiving \$130K for Park and Ride signs. The Miramar Park N’ Ride has been packed since others have been closed down.

ADJOURNMENT

The meeting was adjourned at 2:55 p.m. The next meeting will take place on July 19, 2023.

Tracking No. 09202023

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
SEPTEMBER 20, 2023

INFORMATION ITEM REPORT

Information Item

Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on the pursuit of a statewide transit fare management that is compatible with all agencies

EXHIBITS ATTACHED: N/A